

PARTNERS FOR DEVELOPMENT: EXPANDING SOFTWARE EXPORTS

In 1987 the Commonwealth Government released an Information Industries Strategy which sought a more intensive effort by both transnational companies and Australian firms to expand Australia's export of products and services.

To realise Australia's potential, the Partnerships for Development Program was developed specifically for the information industry (see 'Overview', last issue of Digitalk). So far, 12 transnationals have entered agreements. Digital signed its Agreement in March this year (see April '88 issue of Digitalk).

In this, the second in a series of articles on this strategic Agreement, SWS Export Development Manager Fred King explains what Digital is doing to develop software exports.

Fred King, formerly Product Marketing Manager with CSS (SNA), took up an appointment in October of this year as SWS Export Development Manager. His new brief is to work on the software potential of Australian companies. Fred explained Digital's goals.

"By 1992 we aim to have built export revenue to \$A100 million per annum and will be spending \$A25 million on R&D. This export revenue will be derived from hardware, software, documentation, consultancy and training.

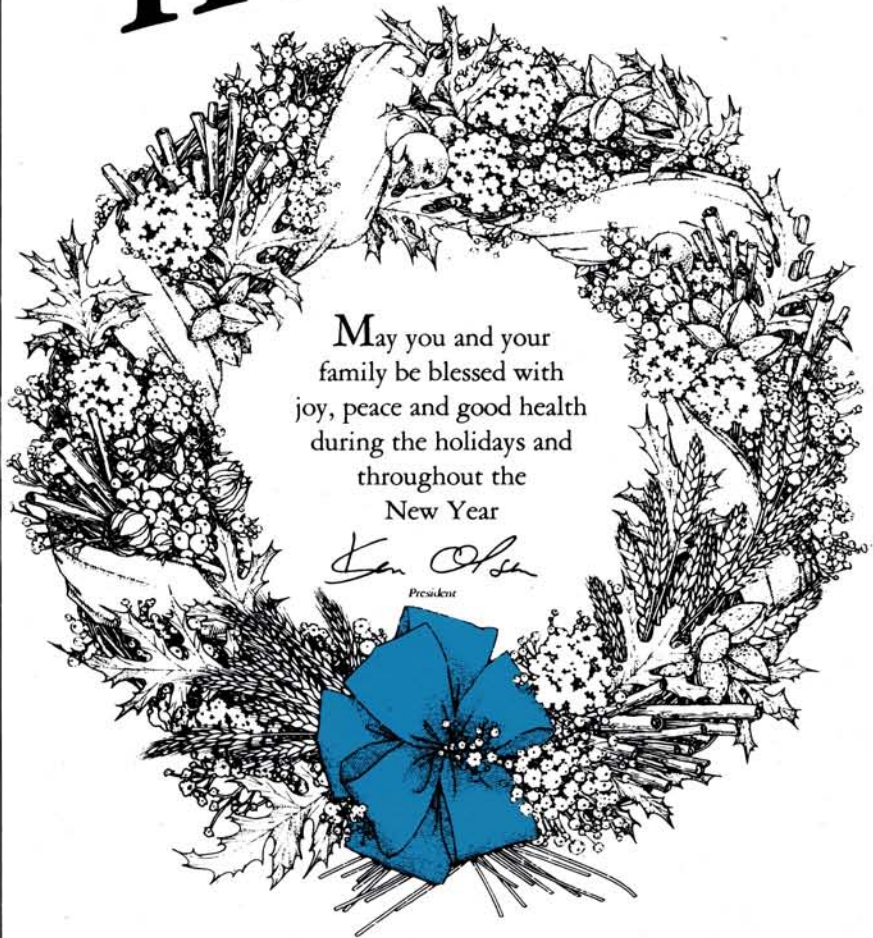
"My role," Fred said, "is to develop software exports, including software products, documentation and consultancy. We'll be helping Australian firms do more of what they do best: identify and exploit niche opportunities.

"Examples of areas of Australian excellence include:

- ☐ Computer Integrated Manufacture (CIM)
- ☐ database and Fourth Generation Language (4GL) skills
- ☐ hospital management software
- ☐ artificial intelligence (AI)

(continued on page 7)

Happy Holidays



May you and your
family be blessed with
joy, peace and good health
during the holidays and
throughout the
New Year

Ken Olsen
President

OVERVIEW

One of the cornerstones of our business philosophy is to concentrate on those things in which we are strong, and to execute our specialities better than anyone else. From that solid foundation of competence and customer satisfaction we can confidently branch out into other areas in which we can make a unique contribution.

This orientation is demonstrated in our product offering, centered on the VAX/VMS architecture and networking upon which so many of our customers depend, while at the same time offering unique solutions in such new areas as RISC-based workstations, transaction processing, manufacturing and so on.

As we celebrate our 25th anniversary in SPR this month, we can say that we as a Subsidiary have likewise demonstrated the strength of the Australian and New Zealand markets, and our capability to service those markets. We have now reached the 'critical mass' necessary to branch out into new, exciting ventures.

We are beginning to move from strength to strength.

Laying the Groundwork

The calendar year which we are leaving saw Digital make long-term commitments to SPR in two key areas: the Partnership for Development Agreement with the Australian Government and the start of construction of our new Regional Headquarters at Rhodes.

digital

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FROM STRENGTH TO STRENGTH



Although the processes that drove them are unrelated, Rhodes and the Partnership Agreement have one thing in common - both are indicative of Digital's commitment to SPR as a place where we sincerely want to do business.

If you have short-term commitments, you don't enter into a Partnership Agreement, with all its implications, and you don't build permanent headquarters, with all the implications that go along with that.

If, on the other hand, you have long-term commitments, you do those things because they make good business sense.

One might say that in both cases we have laid the groundwork in 1988 for developments which will bear fruit in the years and decades to come.

Capitalising on Our Strong Points

Calendar Year 1989 will see us gaining momentum in becoming a product development and manufacturing arm of Digital's world-wide operations. We plan to become an exporter of products and services in addition to being an importer and distributor.

We have identified many of SPR's strong points which we can capitalise on to be competitive in world markets, and we are in the process of identifying others.

For example, SPR has some unique problems that can be turned around into advantages. These come from having a small population concentrated in clusters and separated by very long distances.

No other Western industrialised country has that, with the exception of Canada.

Wherever mankind finds problems, it tends to find solutions. SPR's unique problems will give birth to innovative solutions in transportation and communication technology. SPR can be a world leader in these areas because the fundamentals are there.

Thus it is no accident that our Networking and Communications group has been given a charter from the Corporation to develop new products in the field of wide area terminal interconnect.

Australia is well positioned in raw materials, which it has historically exported to be transformed into finished goods overseas. We must concentrate in the first instance on building information technology industries that are close to the raw materials. In the initial stages of value added, such as the manufacture of cables and resins, Australia can be competitive almost instantly.

Building upon the strength of having English as our mother tongue, our award-winning Educational Services group has received a mandate from the Corporation to be the Pacific Rim focus for English-language educational material for internal use.

Likewise, our Software Services group has a charter to be the supplier to the Pacific Rim and India for all English-language software (see article page 1).

From Strength to Strength

When we look back on Calendar Year 1988 from some point in the future, we will see it as a turning point at which we embarked on exciting new ventures, and we will see 1989 as a year in which we started in earnest along these new departures.

Exciting as these developments may be, they are at the end of the day merely adjuncts to our core business, which is selling computer-based solutions to help our customers gain and keep competitive advantage. In this area as well, we are building upon the technology for which Digital is so highly regarded, and applying it to the unique requirements of Australia and New Zealand.

If we continue to move forward with the market and the technology without losing our focus on our existing business, then we will continue to fare better than the industry as a whole, as we have each year thus far.

In the coming year, I wish each of you as individuals, and each of your families, the inspiration and prosperity that we are certain to enjoy collectively as we move together from strength to strength.

Frank Wroe
Subsidiary Manager

SALES SUPPORT EXCELLENCE



SALES SUPPORT STAFF STAND UP to be counted at a meeting at SNO last November. Receiving Awards for Sales Support Excellence in FY88 were (left to right): Wellington's Barry Timms (Excellence in Sales Certifications), Auckland's Ian Campbell (Top Unit in the Sales Support survey), Melbourne's Jim McNally (Excellence in Sales Certifications), SNM's Terry Quanborough (Sales Support's Top Manager for the Year and leader of the Top District, NSW), Christchurch's Keith Hardie and Adelaide's Bob Bradley (Excellence in Sales Certifications), Regional Sales Support Manager Axel Dougan; Melbourne's Peter Mason (Excellence in Sales Certifications) and the man who made the Awards presentation, Regional Sales Manager Rim Keris. Congratulations to great bunch of super-achievers.

SMP GRAND OPENING



Digital's new Sydney Customer Training Centre (SMP) at Milsons Point, Sydney, was officially opened by Mr Roger Blomgren, GIA Edu Services Manager, and Mr John Baker, Regional Edu Services Manager, on November 10. At the opening Mr Blomgren said: "The training process has become vital component of the total solution delivered to the customer."

FOR A WORTHY CAUSE

spo' • nsor a person or organisation which subscribes to charity in return for a specified activity by another.

It is not unusual for large companies such as Digital to receive a constant stream of requests from a wide variety of community, sporting and arts organisations asking for assistance in pursuit of their endeavours. The Corporate Communications group, which is responsible for Regional sponsorships, receives in excess of twenty requests each month. Over and above this are the requests that the Branch offices receive individually.

Why does a company provide sponsorships? There are three primary reasons.

As part of nearly all sponsorships, our contribution allows us to display our name in some manner, and in that sense sponsorships are a form of advertising. Secondly, sponsorship of what is generally considered a charitable cause gives us the image of a big, warm, caring company rather than a big, cold, unfeeling company.

Thirdly, and perhaps most importantly, though, is that for the most part the organisations and activities we sponsor are genuinely worthy causes, whether their activities be artistic, sporting or community service. One reason we sponsor them is because we have a role as a good corporate citizen to fulfil.

At times Corporate Communications is presented with requests that require the active involvement of the SPRMC before a decision can be made. This is the case with Digital's highly visible sponsorship of the Sydney Opera House and the Perth and Canberra Theatre Trusts.

However, community sponsorships don't necessarily need be in the form of money or equipment, as some Branch offices have discovered. The Wollongong (WGO) office, for instance, has found that it can make an effective contribution to the local community by participating in a work experience program for local school children wanting to find out first-hand what the computer industry is all about.

For the past two years, Wollongong students have spent a week following the life cycle of a computer being built, through to installation and field service. As Hugh Wingate (Field Service Manager, WGO) explained, "By taking the kids on the mail run we are able to show them the ins and outs of the overall operation - by investing only a little time."

Due to current budget constraints, Digital is not engaging in any new sponsorship activities during the current fiscal year. However, the following pages give an overview of some of Digital's recent and ongoing sponsorships in SPR. •

(see article on following page)

DIGITAL IN SPR: SPONSORSHIPS



Perth

Digital's sponsorship of the Perth Theatre Trust has been a very successful three-year program.

The major component of the sponsorship has been a large discount on the cost of a VAX 8250 computer system.

Brisbane

WORLD EXPO 88 provided an ideal opportunity for Digital to be involved in a variety of activities:

Australia Post's 'Pick-a-Penfriend' was assisted by the loan of a MicroVAX computer system, printers and screens, ensuring that this global communication effort was a great success.

The Univations Pavilion was a consortium of tertiary institutions from around Queensland including Queensland Institute of Technology, Griffith University, University of Queensland, Bond University and James Cook University in Townsville. Digital's participation was in the area of the communications exhibit, where four networked VAXstations and associated peripherals were used to demonstrate how networks work and are used.



Sydney

Digital has donated a computer and built a computer room for The Children's Hospital, Camperdown, which provides paediatric services for children from all over NSW and the South Pacific.

The Sydney Opera House is a key sponsorship activity which provides direct benefits to Digital. Every ticket appears with the Digital logo that reinforces the public's awareness of Digital's presence.

Other activities include assistance to the Australian component of the Worldwide Sports Exchange Program and financial assistance for a recent workshop held at Westmead Hospital on Emergency Department Computing.



Darwin

The Darwin Youth Orchestra each year holds a major concert performance. Digital assists with the production and printing of the program details for the annual performance in November.



A PATRON OF THE ARTS for many years, Digital has sponsored the Perth Theatre Trust (TOP LEFT) and the Sydney Opera House (CENTRE), as well as similar sponsorships in Canberra and the Darwin Youth Orchestra. The Pick a Penfriend exhibit at World Expo 88 (TOP RIGHT) was very popular. BOTTOM LEFT: Digital helped sponsor a 1929 Model A Ford Tudor in the 16,000 km London-to-Sydney Vintage Car Endurance Trial, which re-created the trials of early motoring. BOTTOM RIGHT: cutting the ribbon at the computer installation that Digital donated The Children's Hospital, Camperdown. Pictured are (left to right): Dr Paul Roy, Head of the Department of Nephrology; Miss Sue Mills, the hospital's Computing Manager; Jennifer Milford, Account Manager; and Max Burnet, Corporate Relations Manager.

New Zealand

In January 1988, Digital in New Zealand was a major sponsor of the annual International Motor Racing Series, and was rewarded with nearly seven hours of nationwide television coverage – as well as Digital's logos appearing on all cars and drivers' uniforms, signage, naming rights (the Digital Formula Pacifics) and hospitality tickets.



CSS & Townsville

In Bougainville, Papua New Guinea, there is an enduring benefit from a sponsorship by Digital.

Several years ago, for a total outlay of \$A2200, Computer Special Systems (CSS) teamed up with the Townsville Branch to buy 300 T-shirts to donate to a Bougainville fun run. At the beginning of the race the T-shirts were sold for \$A15 each, bringing in a total of \$A4500.

The local Council met this amount, giving a total of \$A9000. This was in turn met by the Provincial Government, giving a grand total of \$A18,000. This sum was enough to build a Saint John's Ambulance Centre for the local community. ●

Canberra

Canberra has been very active in sponsorship activities, including Corporate sponsorship of the Canberra Theatre Trust, where Digital has donated computer equipment for the new computerised box office system.

Digital has been providing on-going support each year for the Canberra Symphony Orchestra, the Canberra Philharmonic Society and the Canberra Repertory Society by sponsoring a variety of concerts and performances annually.

Digital is a Corporate sponsor of the Australian Institute of Sport's Computer Services, helping provide biomedical support services that can provide athletes with that winning edge.



SPORTING EVENTS give visibility to Digital's name. TOP: Digital's sponsorship of the International Motor Racing Series was given television air time in 29 countries, reaching some 400 million people, when Prime Minister David Lange crashed his racing car through one of Digital's signs. CENTRE: Sponsorship of the Cruising Yacht Club (CYC) Winter Racing Series assists the Royal Blind Society. BOTTOM: Lady Synnot, Committee member of the Australian Driving Society, hands the Digital Trophy to Ben Dunn, Government Marketing Manager, for presentation to Mike Thill, winner of the Digital-sponsored Horse Team event of the Bicentennial Carriage Driving Championships.

SOCIAL CLUB IS BIG BUSINESS

To find out everything you ever wanted to know about the Sydney Social Club, *Digitalk* recently interviewed its President, Michael Nicholls.



KEEPING UP with today's social scene is the task that falls upon Sydney Social Club President Michael Nicholls.

What does the Social Club do?

We organise different functions throughout the year that members are invited to attend.

Functions include theatre parties, pop concerts, movie tickets and ski weekends.

We also organise company events like the Christmas parties for adults and children, and our entries in the Sydney City to Surf fun run.

Last year we sold tickets to most of the musicals and pop concerts performed in Sydney, and provided 350 tickets for Expo 88 in Brisbane.

Who can become a Social Club member?

Any permanent employee of Digital.

Why can't temporary employees join?

Membership is allowed only to permanent employees because the Social Club is subsidised by the company – based on how many employees belong to the Club.

What does it cost to belong to the Social Club?

Fifty cents a week, which is automatically deducted from a member's salary. The company then matches that amount on a two-for-one basis.

All money collected is used to provide cheaper costs for functions than would normally be available.

How much does it cost to attend a Social Club-organised function?

The cost depends on several factors. Normally we buy enough tickets for a function that we are eligible for a discounted rate. Then we subsidise the cost following certain guidelines, which normally means 25 % to 30 % off. Thus the member normally ends up paying about 70 % of the normal ticket price.

Can members have as many tickets for a function as they like?

No. We restrict sales to two tickets per member per function. In the case of movie tickets, there is a limit of two tickets from each cinema chain per month.

We have heard from readers that some have asked for tickets for a function only to be told that they 'missed out on the ballot.' What does this mean?

For many functions we are only able to buy a limited number of tickets. This applies especially to pop concerts.

When we advertise tickets for such functions, we specify a close-off date for replying. If on this date there are more people wanting to attend than we have tickets for, we hold a ballot. That is, all the names are placed in a container and pulled out until we have allocated all available tickets. There is no preference given to anyone in a ballot.

How do Social Club members find out what functions have been organised by the Club?

Every noticeboard in the Sydney area has a Social Club notice that shows upcoming functions and their cost, close-off date and contact person. By regularly reading this notice, members can stay informed about what functions they can attend.

How do members buy tickets for functions?

On their noticeboard are orange forms that are used whenever applying to the Social Club for tickets. This form should be filled out and returned to the organiser of that function.

'Every noticeboard in the Sydney area has a Social Club notice that shows upcoming functions and their cost, close-off date and contact person.'

– Michael Nicholls

Who decides what functions the Social Club will run?

The Social Club Committee meets monthly to discuss events that we think members would be keen to attend. While some of our ideas come from reading newspapers and magazines, we also get suggestions from members.

As the Social Club is run for the benefit of the members, it's important that we know what employees would like to do. So we ask employees that, if they have ideas for future functions, they should contact any member of the Social Club Committee.

Who is on the Social Club Committee?

The Social Club Committee consists of 17 members who are elected at the Annual General Meeting in January or February each year, when Club members at each location nominate and vote for members to represent their location for the year.

The Committee then elects three office holders.

Currently those office holders are myself, Treasurer Jon Foo and Secretary Dot Dorian. ●



ONE OF THE MANY events organised by the Social Club was an impromptu ride from Katoomba to Sydney on the steam train that was used to take participants to this year's Sales conference. Pictured are Carole Klosowski (Regional Legal Secretary, SNO) and her family; Yew-Ping Han (Financial Analyst, SNA) and his family; and Judi Dunn (CSS Marketing Specialist, SNA) and friends.

SOFTWARE EXPORTS

(from page 1)

- ☐ transaction processing used in banks
- ☐ mining, geological and distribution software.

"Digital will be working with local firms to help them export their skills and products. For example, Digital's Hong Kong, Japan or U.K. subsidiary may identify a particular application need that could be satisfied with Australian software. The SPR Subsidiary could then either facilitate a co-operative agreement or establish an alliance with the Australian company to market the product internationally.

"Digital will expand its activities in Australia and actively seek out Australian expertise. Initially we'll act as a distribution channel and marketing arm rather than as a developer of new software," Fred said.

Pacific Rim First

Fred says that his first task is to analyse markets in the Pacific Rim and Far East and to work out how Australian companies could enter these markets. Later, he will put the United States and Europe on the agenda.

Fred sees the goals as challenging but not difficult given that Digital has started some excellent relationships with Australian software houses and has itself about 300 software consultants in Australia upon whose expertise it can draw.

In addition, Digital already has a strong presence in Australian design. While Fred was with the CSS Group, it designed and manufactured hardware to suit unique customer needs. Some of this equipment has been exported. The CSS Group has committed to design and manufacture hardware for world markets. This includes working very closely with Australian firms to manufacture 'state of the art' hardware to meet Digital's and international standards.

From Mirages to Sugar Mills

Fred's international background fits him well for his new job of achieving Digital Australia's software export goals. His working life began with British Steel in North Yorkshire. He qualified in Mechanical Engineering and then turned his technical skills to diverse activities, such as designing refuelling systems for Mirage jets in South Africa and building a sugar mill in East Africa.

Fred then entered engineering sales for 10 years and marketing and business management for seven. Experience valuable to his latest position in Digital came from several years working closely with Japanese, British, European and American firms bringing industrial and scientific instrumentation into Australia. ●

SCIENCE NON-FICTION

Electronic Textbook Unshrouded

USA - Two doctors at Stanford Medical Center have developed an electronic textbook for anatomy students. Built on a Macintosh II with Apple's HyperCard, the electronic cadaver is a dynamic cross-referencing system that describes the structure and function of each part of the human anatomy.

Images are displayed on the computer screen and on a videodisk player. The user can click on any part of the human body and then select an index of topics and functions to view both X-ray and bone structure. The results of physical injuries can be described and studied electronically to decide upon the best method of treatment.

For Whom the Toll Rolls

Holland - Europe seems to have found a cure for traffic jams at toll booths: smart cards.

Drivers get them at banks just like regular cards and paste them in a rear window. Instead of stopping to pay, they drive - at 50 km/hr - through a designated lane. As the car cruises by, a radio transmitter in the toll booth quizzes the card for the owner's identity, and his or her bank account is automatically debited for the toll.

Developed by Philips Industries, the system has been in use since October 1987, with plans to develop a new system allowing drivers to whiz by at the relatively slow speed for the German Autobahns of 110 km/hr.

Electric Ink

USA - Electronic circuit boards, currently made through a messy and expensive process, may eventually be made as easily as silk-screen prints. Printron Inc of the USA has developed an ink that can be laid down in tiny lines with great precision on a circuit board. When the boards are then irradiated and cured, the ink conducts electricity as well as copper wires do.

The process is faster and cheaper than the current procedure, which involves using toxic chemicals to etch wires on the boards. By avoiding potentially toxic chemicals, the process would also reduce the production of toxic waste. The process could find its way into numerous applications in a market that generates \$US7 billion of revenue a year.

007

Canada - For the man or woman on the move there is now available a small satellite dish receiver that plugs directly into your personal computer, providing international access to audio, video and baseband channels. Only a thousand dollars to Norsat International in Canada and you too can be on the move like James Bond. ●

MUSICAL OFFICES

The recent movements of people, offices and whole departments throughout the Chatswood Tower (SNO) is now essentially complete. Unlike the game of musical chairs, though, nobody was left standing in the hall when the music stopped.

Over several weeks in October, whole departments were moved together so as to form cohesive groupings of similar activities.

The result has, as most people have found out, been for the better. No longer do Digits need to go to another floor to speak to the people they work with on a regular basis. Software people are now all together on the 11th floor, Marketing are on the 10th and so on.



The Chatswood Tower, SNO

Facilities is presently having new directory signs made which will direct the visitors one occasionally finds wandering around looking for people who aren't there any more.

On page 8 and 9 of this issue is a list of offices throughout SPR.

The directory installed on ALL-IN-1 will list each Digit's office and floor location. For those who don't know about this function, just type DIR COR SEL return, followed by the person's surname, and *bingo* - phone number, floor and mailstop will appear. ●

(see article on following page)

DIGITAL IN SPR: WHO'S WHO – AND WH

AUSTRALIA

Northern Territory

DAO
Darwin Sales/Field Service Centre
Winnellie NT

Western Australia

WPO
Perth Branch Office
West Perth WA

KLG
Kalgoorlie Field Service Centre
Kalgoorlie WA

Queensland

CAI
Cairns Field Service Centre
Cairns QLD

TVO
Townsville Branch Office
Aitkenvale QLD

QEO
Mackay Field Service Centre
Mackay QLD

RWO
Rockhampton Field Service Centre
North Rockhampton QLD

BBO
Brisbane Branch Office
Brisbane QLD

New South Wales

UNO
Armidale Field Service Centre
Armidale NSW

TTH
Tamworth Field Service Centre
Tamworth NSW

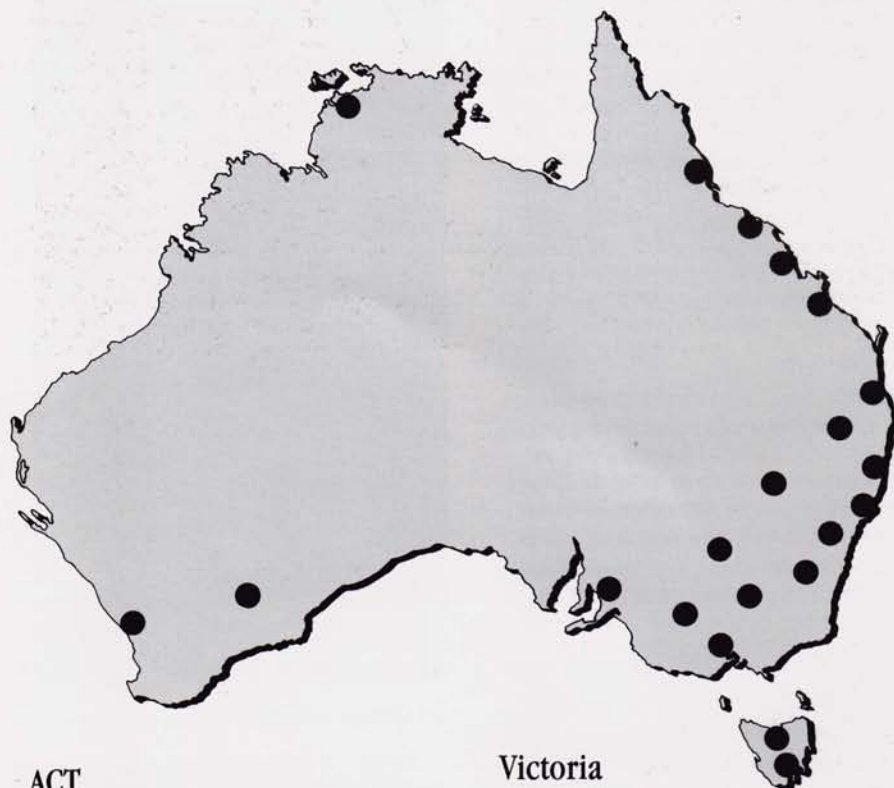
NLO
Newcastle Branch Office
Waratah NSW

ORG
Orange Field Service Centre
Orange NSW

WWG
Wagga Wagga Field Service Centre
Wagga Wagga NSW

WGO
Wollongong Branch Office
Wollongong NSW

UWO
Albury Field Service Centre
Albury NSW



ACT

CAO
Federal Government District Office
Canberra Branch Office
Turner ACT

South Australia

ADO
Adelaide Branch Office
Western District Sales office
Wayville SA

Victoria

SDB
Bendigo Field Service Centre
Bendigo VIC

MEO
Southern District Office
Melbourne Branch Office
Box Hill VIC

MEA
Melbourne Downtown Branch Office
Melbourne VIC

Tasmania

UAO
Launceston Field Service Centre
Launceston TAS

TZO
Tasmania Branch Office
Hobart TAS

HERE

FIJI

FJI
Fiji Branch Office
Suva



NEW ZEALAND

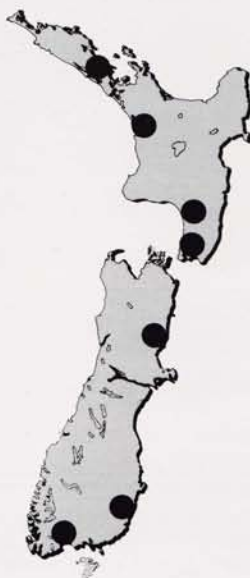
North Island

NZO
New Zealand District Office
Auckland Branch Office
Auckland

HMO
Hamilton Field Service Centre
Hamilton

PZO
Palmerston North Field Service Centre
Palmerston North

WEO
Wellington Branch Office
Wellington



South Island

CCO
Christchurch Branch Office
Christchurch

DUO
Dunedin Field Service Centre
Dunedin

INV
Invercargill Field Service Centre
Invercargill

SYDNEY



SNO
South Pacific Regional Office
Chatswood NSW

SND
Northern District Office
Chatswood NSW

SNH
Sydney Pacific Highway Office
Chatswood NSW

SNL
Sydney Product Repair Centre
Regional Field Service Logistics
Software Manufacturing Unit
Lane Cove NSW

SNA
Computer Special Systems
Network & Comm (NaC) Engineering
Lane Cove NSW

SNE
Sydney North Field Service
Eastwood NSW

STL
Regional Field Service Office
St Leonards NSW

SMP
Edu Services Customer Training Centre
Milsons Point NSW

SNM
NSW Commercial District
Sydney NSW

SNS
Sydney South Field Service Centre
Alexandria NSW



It appears as though SPR Digits have been very active this year, and re-productivity has reached a post-war high. Even if Digital's headcount isn't growing, Digits' headcount is, with a Baby Boom on the way.

★ ★ ★

Congratulations aplenty to SNO Secretary (Regional Telecommunications) Tracey Faets and her hubby Walter on the birth of a son on November 21. Manly Hospital was the venue for Morgan Scott Faets' 1:50am arrival (who wanted to sleep anyway?), and he weighed in at a respectable 3.85kg (8.5lb).

★ ★ ★

Andrew Oates, one of two FS Engineers based in Albury (UWO), and his wife Annie have a recent new arrival, Hannah Rachel Oates, born October 21. Health and good fortune in the years to come for Andrew, Annie and little one, Hannah.

★ ★ ★

STL System Support Engineer Erik Piip and his wife Penny had a baby boy recently named Samuel.

★ ★ ★

Carolyn McLelland, Secretary in the Consulting group at MEO, is expecting a baby in the near future.

★ ★ ★

Maryann Denny, NZO Sales Administrator, may be first off the line in the new year, with her first baby expected in January.

★ ★ ★

Continuing the MEO Consulting group baby-boom (nine in two years!), SWS Specialist Peter Donaldson and wife Robyn are also expecting a baby soon.

★ ★ ★

Employee of the Quarter Sheila Kiddle (Branch Logistics Assistant, TZO), is expecting a baby in the new year.



The Perth (WPO) Branch has been finding the constant stream of interstate visitors an inspiration to the possibility of renaming the office the 'Hilton'. Recent visitors to the West reads like a Digital's Who's Who: Tony Baynes, Phil Heenan, Russell Holmes, Andrew Wilson, Tim Jeffrey, Bruce Gow, Alan Keys, Patrick Price, Murray Ray, Peter Holmes, Peter Mason and Graeme Finck.

★ ★ ★

WPO Facilities Manager Bill Yates is getting married in the near future. After buying the rings, he took the money that was left, and went out with a few others from the office to celebrate.

★ ★ ★

Graham Roberts, TZO FS Engineer, had a birthday on November 7 and bought everyone in the office an ice cream. Cool, Graham.

★ ★ ★

"There has been a certain gleam in her eye all week."

Congratulations to Debbie King (Secretary, SNO) on her engagement to David McKenzie.

★ ★ ★

Adelaide Social Club Christmas raffle (Part 2):

In last month's issue of *DigitalK*, we reported that the lucky winner of the ADO Social Club Christmas raffle would be arriving at the Christmas Party at the Colonial Restaurant in a chauffeured stretch limousine.

As the original prize winner graciously



WORLD EXPO 88 is over, but the fun continues with the inaugural Queensland Computer Industry Ball, which went off with a bang on November 5 at the Guineas Room, Eagle Farm Racecourse.

The serious players were well represented, together with a number of smaller organisations, consultants and, of course, the ubiquitous headhunters.

Pictured left to right are your Brisbane (BBO) flag-bearers: Ruth James (Sales), Ian and Van Jones (FS), Helga and Simon Ward (SWS), Penny and Keith Lamb (Sales), Nan and Joseph Zangara (Sales), and their guests Judy and Phil Dance.

Everyone danced the night away to the music of the Alan Brown Big Band and voted the evening an outstanding success.

Next year's event is planned to be even bigger and better.

Word has it that Mel Smales, Sales Representative in the Big West (WPO), has bought the ultimate 'Kingswood' - a new 'Calais', complete with everything that moves. The problem is that it's so big he needs two parking spaces.

★ ★ ★

Sue Walker (SNO), who until recently worked as Tony Baynes's Secretary, has left after five years' service. All the best, Sue.

★ ★ ★

Olive Partridge, Secretary at SNA, passed the milestone of 10 years with Digital on November 7th. CSS hosted a lunch in her honour in the Blaxland Room at SNA.

declined the prize, the Social Club had to do a 'quick draw' to find a new winner.

On Friday November 18, 1988, at approximately 5:50pm, a new winner was drawn from the depths of an old ice-cream container. His name is . . .

Barry Pipella (Salesperson extraordinaire!).

Happy Hour on that Friday was really hotting up prior to the draw and the room was full to the point of bursting, though hardly anyone ever turns up to Happy Hour. The reason became clear as soon as the raffle had been drawn and people started to flock out of the building as if it were on fire. Just mention a 'FREE' raffle draw and you soon draw a crowd! ●



The Christchurch (CCO) office had a big 'Hangi' recently (underground barbie and therefore without flames) in honour of Steve Taylor, CCO Branch FS Manager who has transferred to Auckland District office (NZO) as FS District Manager. The afternoon was put on by the Social Club and was held at John Hoonhout's farmhouse. Thirty people attended and enjoyed themselves immensely despite the rain. Pictured are (left) Jeff Wilkinson, Application Centre Development Manager, and (right) John Willis, FS Operations Manager.

DID YOU KNOW?

If Digital's service organisations were combined as a stand-alone corporation, they would rank 125 on the Fortune 500 list with a combined revenue of US\$3.1 million for the fiscal year ending June 1987.

Digital feels that service is such a key part of its business success that it has deployed more than one-fourth of its entire professional staff (39,600 people) to deliver service to customers around the world.

Field Service

Field Service has a workforce of more than 26,000 employees operating from 450 locations in 64 countries.

Field Service helped design, install, and now maintains the largest private, non-defence network in the world which serves 70,000 users in 29 countries.

Digital operates 14 Customer Support Centres (CSCs) world-wide to provide state-of-the-art predictive support 24 hours a day.

Digital was the first in the industry to provide a one-year warranty on every hardware product.

A PAK IN TIME SAVES NINE

Andrew Maiden of TCN Nine wants me to pass on to Michelle Davies and her team his thanks for getting the PAKs out to him so fast and being so helpful with him over the 'finger' problems they experienced in loading the PAKs.

Please accept my thanks too for maintaining good customer relations.

Roger Fielden
Sales (SNM)



Week-Enders

We have recently installed Version 2 of PCSA on our MicroVAX II computer, and encountered some problems during the installation.

I am writing to express our appreciation of the time and effort made by Tony Bonanno to assist both on Friday night and over the weekend. His assistance was invaluable in getting the software installed.

We look forward to further involvement from Digital as we gain more experience with the product. Once again thank you.

Barry Hyde
Computer Systems and Services
Auditor General, Victoria

TPU Grads

I want to extend my personal commendation to Mark Briffa and Yuri Briffa for the successful completion of the Transaction Processing University (TPU) course of study. I appreciate the extensive time and effort devoted to acquiring the skills necessary to promote Digital's success in this very important market.

SWS in Australia is now better prepared to provide leadership in Transaction Processing as a result of their efforts. I am confident that their newly acquired skills will visibly impact the success of Australia as it pursues opportunities in markets dependent upon Transaction Processing. My best wishes for continued success.

Ken Brown
Vice President GIA SWS

Leaning Our Way

I am writing to express my thanks for the assistance that Don Williamson provided for our Fiona Meyer.

Our company is making a strong effort to obtain government contracts during this financial year.

Fiona has reported to me the strong Digital orientation within the Law Department and the commitment to office automation which is now emerging at the senior levels.

Thank you for making your facilities available to Law Data Services; we look forward to working with you more closely in Tasmania.

Gerald Robinson
Managing Director
Law Data Services Pty Ltd

Service to the Society

For several months, several of your maintenance technicians have been endeavouring to overcome defects in the Law Society's computer.

Your people have finally overcome the problems and the Society now has a good computer system.

This successful outcome is due to the patience, perseverance and professional skills of Dave Ford, John Brown and Paul Sandalls. I would like to thank them for all of their assistance. They have served Digital and the Society well.

R J Whitten
Executive Director
The Law Society, ACT

A Helping Hand

I am writing to you in regard to the very significant assistance given to us and our local Digital Hardware Engineer by Tony Low.

Tony was extremely helpful in obtaining prints from Digital's archives on CSC equipment still in use. Please pass on to Tony our sincere thanks for his efforts.

Barbara Strand
Information Services Australia

Demonstrable Cooperation

I wish to formally express appreciation for the support afforded us during our recent visit from the Health Department of Western Australia.

The facilities provided were excellently suited to the purpose, but in particular the efforts by your technical staff in diagnosing the problems caused by damage in transit to the demonstration system and their perseverance in rebuilding a large section of the unit to finally enable demonstration were impressive. The appearance of cooperation between your organisation and ourselves in solving a potentially destructive situation drew favourable comment on more than one occasion.

Philip Bourne
Managing Director
Adelaide On Line Bureau Pty Ltd

GET THE POINT?



Regional New Ventures Manager Chris Fink obviously has his work cut out (and pasted up) for him as he explains an (apparently) complex subject. But what is he trying to say? Looks like Chris needs help, so hive him a hand and fill in the speech bubble for him.

The person providing the most creative,

interesting, humorous and, last but not least – tasteful – point will receive a **great night** out up to the value of \$A100, courtesy of *Digitalk*. Entries will be judged subjectively by an impartial panel and the decision of the judges is final. ●

NAME _____

POSITION _____

MAILSTOP _____

Send entries to Digitalk, SNO 10/1.
Entries must be received no later
than Tuesday, January 9, 1989.

100% CLASS A MRP II

Digital's Thin Film Head (TFH) manufacturing division in Shrewsbury, Mass, USA received the highest rating ever given – 100 % – for certification as a 'Class A' Manufacturing Resource Planning (MRP) II facility.

MRP II is a management process that helps manufacturers utilise their resources more efficiently, and Class A is a rigorous measure of excellence in applying MRP II principles.

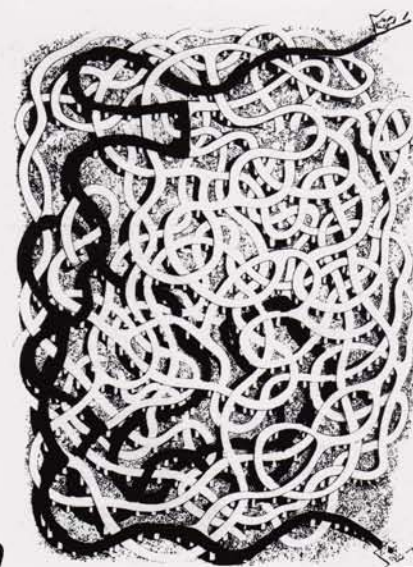
Dick Alban, consultant at Alban Associates, which instituted the rating scheme, said, 'Digital's TFH division is the only organisation in our company's seven-year history to achieve a 100 % rating on all 50 measurements of our business metrics.' ●

A-MAZE-ING

An a-maze-ing ability to reason in three dimensions was demonstrated by the 96 entrants of our penultimate maze contest in the October issue.

From amongst these, Rachel Nastovici was pulled from a hat at random (or rather her correct entry was), entitling Rachel (Clerk, SNL) to a three-dimensional night out on *Digitalk*.

As our neighbors to the north say, 'Bagus makan!' ●



Solution to October Contest

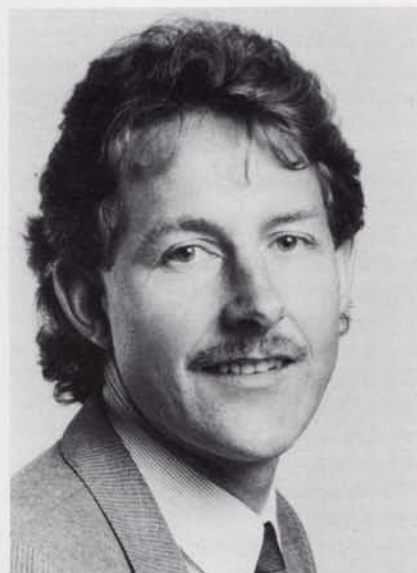
PEOPLE MOVEMENTS



Michael Biber has been appointed to the position of Strategic Marketing Manager for Networking and Communications, Pacific Basin.

Michael's prime responsibility is the implementation of network development strategies that balance the needs of the MIS department and senior corporate management.

Michael brings nearly 20 years of networking and communication experience to this strategic position. Prior to his appointment, Michael was network standards manager for Fujitsu Australia Limited.



Fred King has been appointed to the position of SWS Export Development Manager.

Fred has the responsibility of analysing the Pacific Rim and Far East market and identifying export opportunities for Australian software companies. His brief also covers developing software export opportunities world-wide.

Fred was formerly Product Marketing Manager for CSS.



Jan Mottram has been appointed to the position of New Zealand Personnel Manager.

Based in Auckland, Jan is responsible for providing a full range of Digital's personnel services throughout New Zealand.

Previous to this appointment, Jan was Human Resource Manager for DFC New Zealand Limited and based in Wellington.

Stuart Davis has been appointed as Australian Legal Counsel.

Stuart's major responsibilities include trade practices and the protection of intellectual property.

Stuart received his Law degree from Sydney University, and worked with the Bill Acceptance Corporation prior to his appointment. ●

Welcome Aboard

Richard Powell, Project Manager, NZO
Michael Truman, Principal SWS Specialist, MEO
Andrew Perret, SWS Specialist, SNH
Jeffrey Porter, Telecommunications Analyst, SNL
John Beeston, Sales Representative, CAO
Tony Beret, Assistant Accountant, SNO
Mark Donkin, FS Engineer, SNL
Myra Stoker, Secretary, CAO
Stuart Davis, Australian Legal Council, SNO
Belinda Nilan, Secretary, SND
Alexander Cameron, Project Manager, ADO
Ion Klopogge, Sales Representative, MEO
Michele Burt, SWS Specialist, STL
Thomas Richardson, Credit Clerk, SNO
Franz Stockl, Project Manager, STL
Mike Whitfield, Project Manager, STL
Rudi Pertot, SWS Specialist, NLO
Alan Reelick, Clerk, NZO ●

PHILLIPS ACADEMY SCHOLARSHIPS AVAILABLE

Dependents of Digital's employees are eligible to receive Digital-sponsored scholarships for the 1989 Phillips Andover Summer Session in the USA.

Eight hundred and fifty public and private high school students from around the world are chosen each year by the Phillips Academy Admissions Committee to attend the six-week session during the North American summer school break (June/July/August).

The purpose of the Summer Session is to provide an experience that deepens and extends the intellect and interests of strongly motivated students.

Students between 10th and 11th and between the 11th and 12th grades (US 'grades' are roughly equivalent to 'years' in SPR) are eligible to apply. Eighteen subject hours are required and a wide variety of major and minor courses are offered.

Acceptance into the summer program and scholarship awards are determined by the Phillips Academy Admissions Committee. Digital will provide scholarships for dependents of employees covering tuition, room and board.

Other expenses such as travel, application, lab and book fees and incidental expenses are the responsibility of the student.

An application and booklet describing the Summer Session will be available after January 1, 1989.

All applications must be received by Phillips Academy no later than March 1, 1989.

For more information, contact:

New Zealand - Jan Mottram (NZO)
Australia - Tim Jeffrey (SNO). ●

DECEMBER IN DIGITAL'S HISTORY

- 1970 Digital stock begins trading on the New York Stock Exchange.
- 1973 Manufacturing operations begin in Aguadilla, Puerto Rico.
Hong Kong plant opens for core memory stringing operations.
- 1974 The introduction of the PDP-11/04 computer heralds the third generation of PDP-11 computers.
- 1980 Digital's SPR Regional Office moves into spanking new offices in Chatswood Tower.
- 1983 DECTalk, a text-to-speech system that allows computers to talk, is announced.
- 1984 Digital announces major sale to New Zealand Parliament.

DIGITALKing ABOUT SPORT



A BALL WAS HAD BY ALL



A PACKED STADIUM of supporters cheered our side on when the Digital Allstars narrowly escaped victory in a hard-fought soccer match with the Civil Aviation Authority team in Canberra.

The date: October 9, 1988.

The venue: Bruce Outdoor Stadium, Canberra.

The event: *Civil Aviation Authority (CAA) vs Digital Allstars Canberra*

The game: Soccer!

Everyone who participated in this match would have to agree that it was probably the greatest gathering of talent since the World Cup (but not necessarily soccer talent)!

The outstanding performance of players such as Joe Bersinic (Team Captain), goalmisser extraordinaire Peter Bartlett, Pat Keogh, Steve Payne, Pat O'Leary, Richard Lee (the goalie who caught everything – even a cold!), and Pele's original grandfather, Steve Doszpot.

The team proved beyond a doubt what a gallant and diplomatic gesture the final score of a 4-to-3 win by the CAA was.

Henk Van Roy made sure that the mayhem on the field was continuous, and even managed to cook the barbeque while blowing the whistle. Chris Halliday and David Holloway exhibited amazing softwear (no shinguards) skills, while Ole Wulff and Bill Scott gave superb field service to their midfield maestros.

Most noticeable by his absence on the field was Tim (ankles) Ward who managed to yell a few unprintable words of encouragement from the grandstand. Paul Fennell kept muttering something about being more tired

even than when last he tried to clutch-start a submarine.

Thanks to the Australian Institute of Sport (AIS) for providing the magnificent Bruce Stadium for the match. Thanks also to the Civil Aviation Authority team for being such sporting opponents on the field, but mostly for leaving their star soccer player, John Bull, out of their star-studded side. Thanks also to Joe Bersinic and Henk Van Roy for organising a most enjoyable social event.

It was especially pleasing to see the mix of Sales, SWS and FS Digits on the field.

Miraculously, there were no injuries but lots of sheer exhaustion. Overall, it was a great day thoroughly enjoyed by all. ●

DID YOU KNOW?

Software Services

Software Services has an international staff of more than 10,000 professionals at 450 service locations.

Computer Special Systems

More than 1500 CSS (Computer Special Systems) employees provide customised solutions from 11 centres around the world.



GOING FOR GOLD



ANOTHER MEDAL FOR her collection as Merri Mack, avid runner and veteran of 14 City to Surf contests, accepts the gold medal for the Sydney Striders team.

All the training has finally paid off. Two months after running the biggest fun run in the Southern Hemisphere – Sydney's City to Surf – the Digital Wiggins Team were presented with a trophy and individual medals for coming in first in the Other Trade and Commerce division.

The presentation was made at an awards banquet organised by the run's sponsor, the *Sun-Herald* newspaper.

The winning team was comprised of Phyllis Sommerville (Facilities Coordinator, SNO), Sue Blood (Secretary, SNO) and Lindsey Molloy. This is the second year in a row that Digital's team has placed first in this division.

Lindsey Molloy has disappeared off to the woods near Boston with Digit husband Kevin, but is hoping to make the trip back next August to be part of the team again. Sue Blood was heard to comment at the presentation that it was 'all worth it.'

Meanwhile at the same presentation Merri Mack (Media Relations Manager, SNO) picked up her gold medal as part of Digital's Sydney Striders team. Next year it is hoped to plan the teams so more Digits can be part of winning teams. ●

(see photo back cover)

GAMES CORPORATIONS PLAY



PULLING THEIR WEIGHT in the Corporate Games, Digital's Tug-of-War team placed third, despite not having a rope to practice with beforehand.

All the big corporations and public utilities showed up at the Sydney Athletic Field for the Corporate Games, organised by *The Sydney Morning Herald* and HCF, making them the biggest ever.

Enthusiastic leader Bernard Lee (Analyst/Programmer, SNO) had organised and cajoled the participating Digits to train twice a week and had even conducted time trials to work out which events each was best suited to.

The Tug-of-War team meanwhile had selected itself mainly on brawn and were busy adding more bulk as a means of training (not a single rope had been pulled prior to the competition). This magnificent team scored more points than any other team from Digital, and distinguished themselves by beating 68 of the 70 teams. In other words, they came third in the biggest tug of war ever held.

The All Stars, under the direction of coach Suzanne Bellchambers (Project Specialist, SNO), included:

- ★ Anne Deemer, Data Analyst, SNO
- ★ Colleen Higgins, Business Development Specialist, SND
- ★ Peter Quodling, Technical Product Support Specialist, SNO
- ★ Stan Gifford, SWS Specialist, SNO
- ★ Mark Briffa, SWS Specialist, SND
- ★ Eric Rode, Credit Manager, SNO
- ★ Larry Czarnik, FS Account Manager, SND
- ★ David Berriman, Administrator/Business Analyst, SND
- ★ Chris Hood, Facilities Project Manager, SNO.

Out on the track heroic efforts were put in by our well trained athletes. Chris Hood, despite a pulled hamstring muscle, made the finals in all the events he contested and looked particularly sartorial in his bowler



THE SPLENDIFEROUS, SARTORIAL Executive and Secretary squad dressed to the hilt for their race. Left to right: suave Simon Drinkwater, Phyllis 'Physillities' Sommerville, Mary 'Quick Change' Choy and 'Crocodile' Chris Hood.

hat, business suit etc in the 'Executives' 100-metre Dash'. Chris also looked rather pretty when he changed into Phyllis Sommerville's secretarial clothes in the 'Bosses' and Secretaries' team race.

Rules of the Boss/Secretary team race: *At 200m changeover: both runners change and swap clothing. Women must be completely dressed in men's clothing and men must be completely dressed in women's clothing before men start the second leg. No assistance allowed from any other person.*

Sue Blood and Bernard Lee ran their hearts out in all of their events and were

excellent team members. Digital's track athletes 'have arrived' and no doubt will improve from middle ranking to their rightful position (towards the top) next year.

As for the team placings, well . . . Digit Team #1 did above the average, scoring 14 points and placing 11th overall.*

Michael Nicholls from the Social Club is once again congratulated on keeping all athletes and supporters well and truly vitted and hydrated with lots of goodies. ●

*Digit team #2 scored one point and came equal 31st, along with many other teams.

INSIDE

2 From Strength to Strength

Subsidiary Manager Frank Wroe talks about things to come in the New Year.

3 For a Worthy Cause

Potpourri of Digital's sponsorships in SPR.

6 Social Club is Big Business

Everything you always wanted to know about the Social Club but were afraid to ask.

7 Musical Offices

Moves galore at SNO, and nobody was left without a chair when the music stopped.

8 Who's Who - And Where

Did you know we have an office in Kalgoorlie? Consult the office locator.

10 Baby Boom

Overheard: Re-productivity at all-time high.

11 That's What They Say

Gold stars for diligent Digits.

13 People Movements

News on new appointments.

15 Games Corporations Play

Digitalking about sport.

DIGITALKing ABOUT SPORT



GOING FOR GOLD



(from page 14)

ALL SMILES AS Inspector Norm Seinor presents Sue Blood (centre) and Phyllis Sommerville with the top team award in their class. Inspector Seinor is head of the Police force at the Bondi end of the City to Surf course.

DIGITALK

003734

MAX BURNET
CORPORATE RELATIONS MANAGER
SNO G